

## POWER OF ATTORNEY BY ASSIGNEE

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Adobe Systems Incorporated**, ("assignee"), a Delaware corporation having a place of business at 345 Park Avenue, San Jose, CA 95110, certifies that to the best of assignee's knowledge and belief it is the assignee of the entire right, title, and interest in and to the applications recorded are reel 023538, frame 0077, and represents that the undersigned is a representative authorized and empowered to sign on behalf of the assignee.

Pursuant to 37 C.F.R. § 3.73(b), the assignee references the assignment documents recorded at reel 023538, frame: 0077, that evidence the placement of title in the assignee.

Pursuant to 37 C.F.R. §1.36 and 3.71, the assignee hereby revokes all powers of attorney previously given and appoints the practitioners at Customer Number **65132**.

Pursuant to 37 C.F.R. §3.71, the assignee hereby states that prosecution of the above-referenced patent application is to be conducted to the exclusion of the inventor(s).

Send all future correspondence to the address associated with Customer Number: **65132**.

Assignee of Interest	Adobe Systems Incorporated
	345 Park Avenue
	San Jose, CA 95110

Dated: 1-5-10

By: 

Name: Lori Behun

Title: Patent Attorney

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**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Adobe Systems Incorporated

Application No./Patent No.: 7,502,994

Filed/Issue Date: 3/10/09

Entitled: Web Page Link-Tracking System

Adobe Systems Incorporated

, a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or  
2. ☐ an assignee of less than the entire right, title and interest  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %)

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Bryan Kocol To: Websidestory, Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 019778, Frame 0799, or for which a copy thereof is attached.

2. From: Websidestory, Inc. To: Visual Sciences, Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 019323, Frame 0644, or for which a copy thereof is attached.

3. From: Visual Sciences, Inc. To: Wells Fargo Foothill, LLC, As Agent

The document was recorded in the United States Patent and Trademark Office at

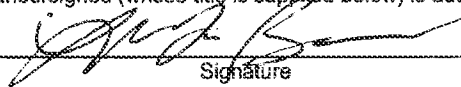
Reel 022071, Frame 0990, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.



Signature

1-5-10

Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Adobe Systems IncorporatedApplication No./Patent No.: 7,502,994Filed/Issue Date: 3/10/09Entitled: Web Page Link-Tracking System

Adobe Systems Incorporated

, a

Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
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(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %)

in the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

4. From: Visual Sciences, Inc.To: Omniture, Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 022034, Frame 0521, or for which a copy thereof is attached.5. From: Wells Fargo Foothill, LLCTo: Visual Sciences, Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 023525, Frame 0329, or for which a copy thereof is attached.6. From: Omniture, Inc.To: Adobe Systems Incorporated

The document was recorded in the United States Patent and Trademark Office at

Reel 023538, Frame 0077, or for which a copy thereof is attached.☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.



Signature

1-5-10

Date

Lori Behun

Printed or Typed Name

Telephone Number

Patent Attorney

Title



United States Patent and Trademark Office

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## Assignments on the Web &gt; Patent Query

**Patent Assignment Abstract of Title**

***NOTE: Results display only for issued patents and published applications.  
For pending or abandoned applications please consult USPTO staff.***

**Total Assignments: 6**Patent #: 7502994

Issue Dt: 03/10/2009

Application #: 10072037

Filing Dt: 02/05/2002

Publication #: 20020116494

Pub Dt: 08/22/2002

Inventor: Bryan Kocol

Title: WEB PAGE LINK-TRACKING SYSTEM

**Assignment: 1**Reel/Frame: 019778/0799

Recorded: 09/04/2007

Pages: 3

Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: KOCOL, BRYAN

Exec Dt: 03/07/2001

Assignee: WEBSIDESTORY, INC.

10182 TELESIS COURT

6TH FLOOR

SAN DIEGO, CALIFORNIA 92121

Correspondent: PATTRIC J. RAWLINS

PROCOPIO, CORY, HARGREAVES &amp; SAVITCH LLP

530 B STREET; SUITE 2100

SAN DIEGO, CA 92101

**Assignment: 2**Reel/Frame: 019323/0644

Recorded: 05/22/2007

Pages: 5

Conveyance: CHANGE OF NAME (SEE DOCUMENT FOR DETAILS).

Assignor: WEBSIDESTORY, INC.

Exec Dt: 05/09/2007

Assignee: VISUAL SCIENCES, INC.

10182 TELESIS

SUITE 600

SAN DIEGO, CALIFORNIA 92121

Correspondent: PATTRIC J. RAWLINS

530 B STREET

SUITE 2100

SAN DIEGO, CA 92101-4469

**Assignment: 3**Reel/Frame: 022071/0990

Recorded: 01/08/2009

Pages: 8

Conveyance: SECURITY AGREEMENT

Assignor: VISUAL SCIENCES, INC.

Exec Dt: 12/24/2008

Assignee: WELLS FARGO FOOTHILL, LLC, AS AGENT

2450 COLORADO AVENUE, SUITE 3000 WEST

SANTA MONICA, CALIFORNIA 90404

Correspondent: SANDRA P. THOMPSON

18400 VON KARMAN AVENUE, SUITE 800

IRVINE, CA 92612

**Assignment: 4**Reel/Frame: 022034/0521

Recorded: 12/30/2008

Pages: 4

**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

**Assignor:** VISUAL SCIENCES, INC.

**Exec Dt:** 12/30/2008

**Assignee:** OMNITURE, INC.

550 E. TIMPANOGOS CIRCLE  
OREM, UTAH 84097

**Correspondent:** PATTRIC J. RAWLINS

530 B STREET  
SUITE 2100  
SAN DIEGO, CA 92101-4469

**Assignment: 5**

**Reel/Frame:** 023525/0329

**Recorded:** 11/17/2009

**Pages:** 4

**Conveyance:** RELEASE BY SECURED PARTY (SEE DOCUMENT FOR DETAILS).

**Assignor:** WELLS FARGO FOOTHILL, LLC

**Exec Dt:** 10/23/2009

**Assignee:** VISUAL SCIENCES, INC.

10182 TELESIS  
SUITE 600  
SAN DIEGO, CALIFORNIA 92121

**Correspondent:** ROBERT C. KOWERT

P.O. BOX 398  
AUSTIN, TX 78767-0398

**Assignment: 6**

**Reel/Frame:** 023538/0077

**Recorded:** 11/18/2009

**Pages:** 20

**Conveyance:** ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

**Assignor:** OMNITURE, INC.

**Exec Dt:** 11/12/2009

**Assignee:** ADOBE SYSTEMS INCORPORATED

345 PARK AVENUE  
SAN JOSE, CALIFORNIA 95110

**Correspondent:** ROBERT C. KOWERT

P.O. BOX 398  
AUSTIN, TX 78767-0398

Search Results as of: 02/01/2010 05:06 PM  
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TO: ROBERT C. KOWERT COMPANY: P.O. BOX 398



**UNITED STATES PATENT AND TRADEMARK OFFICE**

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE



NOVEMBER 19, 2009

\*501019203A\*

PTAS

ROBERT C. KOWERT  
P.O. BOX 398  
AUSTIN, TX 78767-0398

UNITED STATES PATENT AND TRADEMARK OFFICE  
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PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, MAIL STOP: ASSIGNMENT SERVICES BRANCH, P.O. BOX 1450, ALEXANDRIA, VA 22313.

RECORDATION DATE: 11/18/2009

REEL/FRAME: 023538/0077

NUMBER OF PAGES: 20

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).  
DOCKET NUMBER: 6067-00000/RCK

ASSIGNOR:

OMNITURE, INC.

DOC DATE: 11/12/2009

ASSIGNEE:

ADOBE SYSTEMS INCORPORATED  
345 PARK AVENUE  
SAN JOSE, CALIFORNIA 95110

SERIAL NUMBER: 10356685

FILING DATE: 01/30/2003

PATENT NUMBER:

ISSUE DATE:

TITLE: DISTRIBUTED DATA COLLECTION AND AGGREGATION

SERIAL NUMBER: 10609008

FILING DATE: 06/27/2003

PATENT NUMBER:

ISSUE DATE:

TITLE: CAPTURING AND PRESENTING SITE VISITATION PATH DATA

TO:ROBERT C. KOWERT COMPANY:P.O. BOX 398

023538/0077 PAGE 9

SERIAL NUMBER: 09516172 FILING DATE: 02/29/2000  
PATENT NUMBER: 6701363 ISSUE DATE: 03/02/2004  
TITLE: METHOD, COMPUTER PROGRAM PRODUCT, AND SYSTEM FOR DERIVING WEB  
TRANSACTION PERFORMANCE METRICS

SERIAL NUMBER: 11765311 FILING DATE: 06/19/2007  
PATENT NUMBER: 7542918 ISSUE DATE: 06/02/2009  
TITLE: METHOD FOR PERFORMING A PLURALITY OF CANDIDATE ACTIONS AND  
MONITORING THE RESPONSES SO AS TO CHOOSE THE NEXT CANDIDATE ACTION  
TO TAKE TO CONTROL A SYSTEM SO AS TO OPTIMALLY CONTROL ITS  
OBJECTIVE FUNCTION

SERIAL NUMBER: 10838438 FILING DATE: 05/04/2004  
PATENT NUMBER: 7464187 ISSUE DATE: 12/09/2008  
TITLE: INTERNET WEBSITE TRAFFIC FLOW ANALYSIS

SERIAL NUMBER: 10072037 FILING DATE: 02/05/2002  
PATENT NUMBER: 7502994 ISSUE DATE: 03/10/2009  
TITLE: WEB PAGE LINK-TRACKING SYSTEM

SERIAL NUMBER: 10039536 FILING DATE: 01/04/2002  
PATENT NUMBER: 7426687 ISSUE DATE: 09/16/2008  
TITLE: AUTOMATIC LINKING OF DOCUMENTS

SERIAL NUMBER: 09326475 FILING DATE: 06/04/1999  
PATENT NUMBER: 6393479 ISSUE DATE: 05/21/2002  
TITLE: INTERNET WEBSITE TRAFFIC FLOW ANALYSIS

SERIAL NUMBER: 10072274 FILING DATE: 02/08/2002  
PATENT NUMBER: 6766370 ISSUE DATE: 07/20/2004  
TITLE: INTERNET WEBSITE TRAFFIC FLOW ANALYSIS USING TIMESTAMP DATA

SERIAL NUMBER: 09957099 FILING DATE: 09/19/2001  
PATENT NUMBER: 7155491 ISSUE DATE: 12/26/2006  
TITLE: INDIRECT ADDRESS REWRITING

ALLYSON PURNELL, EXAMINER  
ASSIGNMENT SERVICES BRANCH  
PUBLIC RECORDS DIVISION